

Albany County Tourism Board

800 S 3rd Street

Laramie WY 82070

Monday, November 18 2024

4:00 PM - 6:00 PM

Attendees: Andi Jaspersen, Sara Haugen, Derek Jones, Kaley Holyfield, Sarah Brown Mathews, David Lewis, Becky Maddox, Dayton Gooder, Glenn Gardner, Sara Ghezzi (virtual)
Absent: Terri Jones, Pat Gabriel, Kera Malmborg, Matt Blakeman, Emily Madden
Guests: Laura Tangeman (Cowboy Turf Wars), Shanna McMullen (Cowboy Turf Wars), Laura McDermit (Laramie Winter Festival)

1. 4:01 PM Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of guests - See guests listed above.
2. Additions and/or corrections to agenda
 - a. None.
3. Consent agenda
 - a. October minutes - linked in board packet.
 - b. Financial reports - linked in board packet.

Motion by Ms. Maddox, seconded by Ms. Holyfield, that the consent agenda be approved and that each specific action on the consent agenda be approved as indicated. Motion passes.

4. Old business
 - a. None.
5. Grant and sponsorship requests
 - a. Turf Wars - Linked in Board Packet. Ms. Tangeman gave an overview of the tournament. The event typically brings in 180-190 teams. Registration has closed and is maxed out with 190 teams. All but 29 teams are staying in Laramie (15 of the 29 are Laramie teams). Ms. Tangeman gathered this data with a question included in the teams' registration. Ms. Tangeman explained that they use promotional items and website listings as their marketing tools.
 - b. Winter Festival - Linked in Board Packet. Ms. McDermit gave an overview of the event. The event is a collaboration between WORTH and LPAC. The event is a pilot event and was scheduled for February as a way to provide winter programming and take advantage of a historically slower month. The event will showcase winter outdoor rec and bring visitors into downtown. Microgrants are available to groups that would like to host an activity as a part of the festival. Ms. McDermit reported that they will be tracking attendance, overnight stays, and more. Ms. Jaspersen commended the group on using the marketing resources available through the ACTB staff.

Motion by Ms. Maddox, seconded by Mr. Jones, to approve the grant request for Cowboy Turf Wars. Motion passes.

Motion by Ms. Holyfield, seconded by Ms. Maddox, to approve the grant request for the Laramie Winter Festival. Motion passes.

6. Financial updates

- a. Lodging tax collections FY '25 - Linked in Board Packet. Ms. Jaspersen reported that lodging tax collection is down. Mr. Jones explained that two conferences that rotate between communities were not in Laramie this fall as well. The group discussed that there could also be a reporting error after looking at the recent STR report. Ms. Jaspersen will dig into this more and send the board an email to clarify.

7. New business

- a. Amended Budget - Linked in board packet.

Motion by Ms. Maddox, seconded by Mr. Gooder, that the recommended amendments be made so the budget can be submitted to the Wyoming Department of Audit. Motion passes.

- b. Governor's Business Forum and High School Football Championships. Ms. Jaspersen commended the ACTB team for managing two large events last week.
- c. No December meeting.

8. Public comments.

- a. None.

Motion by Ms. Holyfield, seconded by Ms. Maddox, to move into executive session to discuss staff retirement benefits. Motion carries.

9. Executive session.

- a. State Retirement - linked in board packet.

Motion by Mr. Gooder, seconded by Ms. Maddox, to adjourn the executive session. Motion carries.

Motion by Mr. Gooder, seconded by Mr. Lewis, to move ACTB/Visit Laramie to the State Retirement plan. Motion carries.

Motion by Mr. Lewis, seconded by Mr. Jones, to adjourn the meeting. Motion carries.

The next ACTB board meeting will be at **4:00 PM** on **Monday, January 20, 2024.**

Minutes respectfully submitted by Kaley Holyfield, Secretary.

SARAH T. BROWN CLERK
Rebecca Maddox